

Supplemental Statement

**Pursuant to the Foreign Agents Registration Act of
1938, as amended**

For Six Month Period Ending 08/31/13

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

JAMAICA TOURIST BOARD

2360

(c) Business Address(es) of Registrant

5201 BLUE LAGOON DR.
SUITE 670
MIAMI, FL 33126

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

2013 SEP 26 11:10:33
NSD/CES/REGISTRATION
UNIT

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☐

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

N/A

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☒

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

N/A

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

N/A

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Jamaica Tourist Board conducted sales calls on travel agents, tour operators and incentive houses. The Board also visited group planners to encourage and educate their employees on travel to Jamaica. Educating these groups will ensure a better understanding of the destination product, thereby assisting the agent or planner in closing a sale for a client's vacation or group incentive meeting in Jamaica. Destination training was also conducted in-house to reservation agents at various tour operator offices and airline reservation centers.

The Board participated in trade and consumer shows during this 6-month period. Travel agents were hosted at evening seminars and sales blitzes throughout the United States to update them on the destination. Agents were also hosted in Jamaica at various hotels on familiarization (Fam) trips to educate them on the properties and attractions being marketed to visitors in the resort areas of Montego Bay, Ocho Rios, Negril, Port Antonio, Kingston and the South Coast. Brochures and DVD's were distributed at all events listed on the CALENDAR OF ACTIVITIES attached.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
FEBRUARY 1 - JULY 31, 2013	PLEASE SEE ATTACHED	GENERAL OPERATING EXPENSES	

\$1,137,457.00

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☐

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
FEBRUARY 1 - JULY 31, 2013	SUNDRY ACCOUNTS	OPERATIONAL EXPENSES	

\$1,027,370.00

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

JAMAICA TOURIST BOARD

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☒ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☒ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

☒ Email

☒ Website URL(s): WWW.VISITJAMAICA.COM

☐ Social media websites URL(s): _____

☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☒ Other (specify) TRAVEL TRADE AND CONSUMERS

21. What language was used in the informational materials:

☒ English

☒ Other (specify) SPANISH & FRENCH

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐

No ☐

N/A

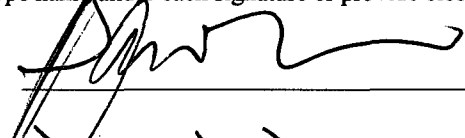
¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

9/20/13

(Print or type name under each signature or provide electronic signature¹³)
DONALD DAWSON

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

JAMAICA

TOURIST BOARD

ATTACHMENT 14 (A)

RECEIPTS – MONIES: JTB MIAMI, FL

(6-month period ending JULY 31, 2013)

<u>DATE</u>	<u>FROM WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
	Jamaica Tourist Board 64 Knutsford Blvd. Kingston 5 Jamaica, W.I.		
FEBRUARY		General Operating Expenses	422,764.89
MARCH		" " "	207,535.00
APRIL		" " "	110,050.00
MAY		" " "	47,201.58
JUNE		" " "	142,574.36
JULY		" " "	<u>207,031.49</u>
		TOTAL	\$1,137,457

JAMAICA

TOURIST BOARD

ATTACHMENT 15 (A)

DISBURSEMENTS – MONIES: JTB MIAMI, FL

(6-month period ending JULY 31, 2013)

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
FEBRUARY	General Operating Expenses	236,631.70
MARCH	“ “	155,373.03
APRIL	“ “	234,087.95
MAY	“ “	151,998.63
JUNE	“ “	141,218.97
JULY	“ “	<u>108,059.64</u>
		\$1,027,370

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
FEBRUARY 1 - JULY 31, 2013

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET QTY /TYPE
St. Paul Winter Carnival	St. Paul, MN	2/1-10/2013	Midwest	JTB will partner with the JMO (Ja Minnesota Org) to present Jamaica's logo in ice and feature Jamaica Bob Sled photo ops, Usain Bolt "stand up" photo ops, limbo dance contest and "spin the wheel" prize ops. Collateral will also be available.	McDermoth	300,000 Consumers
JTS 'A One Love Rewards Program' Dinner Seminar	Philadelphia, PA	2/1/2013 0:00	Northeast	A dinner seminar designed to keep Jamaica top of mind with our Jamaica Travel Specialists and boost the upcoming Winter business.	Senior	35 Agents
AAA Alabama Consumer Travel Show	Birmingham, AL	2/2/2013 0:00	South	This is the largest consumer show in Birmingham and is free to the public. Great opportunity to promote the destination.	Wright	2500 Consumers
Baltimore Bridal Show	Baltimore, MD	2/2-3/2013	Northeast	Opportunity for face to face contact with a large audience of motivated brides-to-be as we continue to promote this niche market.	Rogers	3000 Consumers
6th Annual Louise Bennett-Coverley Reading Festival	Pembroke Pines, FL	2/2/2013 0:00	South	Panel discussion event under the patronage of the Consul General of Jamaica. The event is attended by students of the Broward Community College as well as well known literary figures in the community.	Wright	300 Consumers
Elite Bridal Show	Augusta, GA	2/3/2013 0:00	South	Jamaica will have opportunity to market and capture this niche market at this annual bridal expo. Some 1,000 brides are expected to attend.	Christie	1200 Consumers
JTS 'A One Love Rewards Program' Dinner Seminar	Baltimore, MD	2/4/2013 0:00	Northeast	A dinner seminar designed to keep Jamaica top of mind with our Jamaica Travel Specialists and boost the upcoming Winter business.	Rogers	30 Agents
JTS 'A One Love Rewards Program' Dinner Seminar	Columbia, MD	2/5/2013 0:00	Northeast	A dinner seminar designed to keep Jamaica top of mind with our Jamaica Travel Specialists and boost the upcoming Winter business.	Rogers	30 Agents
Jamaica Travel Specialist Dinner Seminar	Grand Rapids, MI	2/5/2013 0:00	Midwest	A dinner seminar designed to keep Jamaica top of mind with our Jamaica Travel Specialists and boost the upcoming Winter business.	Mesquita	40 Agents
JTS 'A One Love Rewards Program' Dinner Seminar	Rockville, MD	2/6/2013 0:00	Northeast	A dinner seminar designed to keep Jamaica top of mind with our Jamaica Travel Specialists and boost the upcoming Winter business.	Rogers	28 Agents
Jamaica Travel Specialist Dinner Seminar	North Metro Detroit, MI	2/6/2013 0:00	Midwest	A dinner seminar designed to keep Jamaica top of mind with our Jamaica Travel Specialists and boost the upcoming Winter business.	Mesquita	50 Agents
JTS 'A One Love Rewards Program' Dinner Seminar	Tyson's Corner, MD	2/7/2013 0:00	Northeast	A dinner seminar designed to keep Jamaica top of mind with our Jamaica Travel Specialists and boost the upcoming Winter business.	Rogers	30 Agents
The Boston Globe Travel Show	Boston, MA	2/8-10/2013	Northeast	Annual travel show which attracts approx 20,000 consumers and travel trade.	Dobson	20000 Agents-Consumers
Valentine "Love Struck" Jamaica Events - Stoosh Productions	Wellington, FL	2/9/2013 0:00	South	Staged event produced by Stoosh Productions provides an opportunity to interact with the Jamaican diaspora on developments within the Jamaica tourist industry.	Wright	450 Consumers
Valentine "Love Struck" Jamaica Event - Stoosh Productions	Clermont, FL	2/10/2013 0:00	South	Staged event produced by Stoosh Productions provides an opportunity to interact with the Jamaican diaspora on developments within the Jamaica tourist industry.	Wright	450 Consumers
JTB Midwest Sales Call Blitz	West Illinois	2/12-15/2013	Midwest	Sales blitz to update agents on the destination as well as to promote the 2013 charter.	Bucknor	35 Agents
Jamaica Travel Specialist Dinner Seminar	Toledo, OH	2/12/2013 0:00	Midwest	A dinner seminar designed to keep Jamaica top of mind with our Jamaica Travel Specialists and boost the upcoming Winter business.	Mesquita	30 Agents
Jamaica Travel Specialist Dinner Seminar	Minneapolis, MN	2/13/2013 0:00	Midwest	A dinner seminar designed to keep Jamaica top of mind with our Jamaica Travel Specialists and boost the upcoming Winter business.	McDermoth	40 Agents
Jamaica Travel Specialist Dinner Seminar	Cleveland, OH	2/13/2013 0:00	Midwest	A dinner seminar designed to keep Jamaica top of mind with our Jamaica Travel Specialists and boost the upcoming Winter business.	Mesquita	50 Agents
Jamaica Afternoon at Liberty Travel's Hyperstore (Madison Ave)	New York, NY	2/14/2013 0:00	Northeast	Liberty will invite 10 of their valued clients to their new Manhattan store for a Jamaica evening - an excellent medium to promote the destination. Our wedding/honeymoon niche will be highlighted on this Valentine's Day which focuses on this clientele.	Sinclair	30 Agents-Consumers
Jamaica Travel Specialist Dinner Seminar	Pittsburgh, PA	2/14/2013 0:00	Midwest	A dinner seminar designed to keep Jamaica top of mind with our Jamaica Travel Specialists and boost the upcoming Winter business.	Mesquita	50 Agents
Valentine "Love Struck" Jamaica Event - Stoosh Productions	Davie, FL	2/16/2013 0:00	South	Staged event produced by Stoosh Productions provides an opportunity to interact with the Jamaican diaspora on developments within the Jamaica tourist industry.	Wright	800 Consumers

JAMAICA TOURIST BOARD - USA

CALENDAR OF ACTIVITIES

FEBRUARY 1 - JULY 31, 2013

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET QTY /TYPE
16th Annual AAA Travel Odyssey & Vacation Expo	Wyomissing, PA	2/17/2013 0:00	Northeast	Opportunity to promote and showcase the destination at event that facilitates onsite booking. We will work with a hotel/tour operator partner to have show specials on hand to encourage bookings to Jamaica.	Senior	20000 Consumers
Jamaica Travel Specialist Dinner Seminar	Sioux Falls, SD	2/20/2013 0:00	Midwest	A dinner seminar designed to keep Jamaica top of mind with our Jamaica Travel Specialists and boost the upcoming Winter business.	McDermoth	15 Agents
Voices of Jamaica	Miami Gardens, FL	2/22/2013 0:00	South	Sponsored by the Jamaica USA Chamber of Commerce, the JTB will support by displaying updated collateral. This will also be a good opportunity to reach the Diaspora market in the South Florida area.	Wright	300 Consumers
North Florida Travel Expo	Tallahassee, FL	2/23/2013 0:00	South	Opportunity to reach out to Florida's capital city, Tallahassee, and home to several thousand state employees and college students. Media sponsors will be Clear Channel Radio and Live 11 Radio.	Wright	1500 Consumers
Fox World Travel Bridal Show	Appleton, WI	2/24/2013 0:00	Midwest	Great opportunity to promote this important niche market.	McDermoth	1200 Consumers
2013 Peninsula Round Table Presentation	West Palm Beach, FL	2/26/2013 0:00	South	Annual trade show used to promote the destination.	Wright	100 Agents
2013 Peninsula Round Table Presentation	Orlando, FL	2/27/2013 0:00	South	Annual trade show used to promote the destination	Wright	100 Agents
2013 Peninsula Round Table Presentation	Tampa, FL	2/28/2013 0:00	South	Annual trade show used to promote the destination	Wright	100 Agents
Jamaica Irie Cafe Promotion	Lanham, MD	3/1-29/2013	Northeast	A month-long consumer promotion will be featured at this restaurant. Jamaica's culture will be highlighted to include cuisine, live reggae music and Jamaican dancers. Patrons will have the opportunity to win a prize trip giveaway.	Rogers	1500 Consumers
AAA Southern New England Travel Show	Foxborough, MA	3/1-3/2013	Northeast	This is New England's largest booking show for travel. Travel Impressions will provide onsite booking while Jamaica collateral will be available.	Dobson	18000 Consumers
Twin Cities Food & Wine Experience	Minneapolis, MN	3/2-3/2013	Midwest	JTB will partner with the JMO (Jamaica Minnesota Organ) to present samplings of BM coffee, guava jam etc.	McDermoth	6000 Consumers
Travel Expo 2013	Edison, NJ	3/3/2013 0:00	Northeast	Opportunity to showcase the destination and build brand awareness at this show organized by our largest tour operator partner in the NE - Flight Center USA. JTB will invite industry partners and take advantage of the onsite booking that will be provided.	Sinclair/Senior	6000 Consumers
Jamaica Destination Wedding Showcase	New York, NY	3/6/2013 0:00	National	Destination Weddings are increasingly important and popular today and with Jamaica being the leader in this market, JTB will partner with <i>The Wedding Salon</i> to host a series of bridal trade shows in six (6) key cities. Jamaica Suppliers such as hotels, DMC's, florists, photographers etc. will be invited to register for booth space. Expected attendance will range from 150 - 200 couples depending on the city. The audience will include brides, wedding planners and travel agents who specialize in destination weddings.	Bullock, JTB/NE team	600 Agents-Consumers
Jamaica Destination Wedding Showcase	Philadelphia, PA - CANX	3/7/2013 0:00	National	Destination Weddings are increasingly important and popular today and with Jamaica being the leader in this market, JTB will partner with The Wedding Salon to host a series of bridal trade shows in six (6) key cities. Jamaica Suppliers such as hotels, DMC's, florists, photographers etc. will be invited to register for booth space. Expected attendance will range from 150 - 200 couples depending on the city. The audience will include brides, wedding planners and travel agents who specialize in destination weddings.	Bullock/Sinclair	500 Agents-Consumers
Golfweek's Golfest 2013	The Villages, FL	3/8-9/2013	South	This is the largest golf event in South Florida and presents opportunity to showcase Jamaica as a major golfing destination. The annual golf event "Annie's Revenge" will be promoted.	Wright	3000 Consumers
7th Annual "For Jamaica" Dinner Fundraiser	Plantation, FL	3/9/2013 0:00	South	Annual dinner event hosted by the Azan family presents a great opportunity to network with the Jamaica diaspora. Island Expert Travel will partner with JTB by offering packages and providing on-site booking.	Clarke	300 Consumers
Cruise Planners Vacation Show	Franklin, TN	3/9/2013 0:00	South	Event hosted by Cruise Planners Travel Agency. JTB will take a booth.	Christie	900 Consumers
Travel & Adventure Show	Washington, DC	3/9-10/2013	Northeast	This 2-day show is the largest consumer event and the leading travel showcase in the region. A steel band performance will be sponsored by JTB and tour operator packages will be featured. There will also be a prize giveaway.	Rogers	17500 Agents-Consumers

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
FEBRUARY 1 - JULY 31, 2013

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET QTY /TYPE
Rockland County Youth est	Suffern, NY	3/10/2013 0:00	Northeast	Annual family-focused event that attracts almost 10,000 consumers. JTS Beaches & Dream Vacations have organized a Jamaica pavillion and will invited several of their supplier partners to join them. Great opportunity to promote the destination at this event whic has a strong Jamaican diaspora.	Sinclair	6000 Consumers
Elite Bridal Show	Atlanta, GA	3/10/2013 0:00	South	Jamaica will have opportunity to market and capture this niche market at this annual bridal expo. Some 1,000 brides are expected to attend.	Christie	1200 Consumers
SeaTrade - Cruise Shipping Miami Conference	Miami Beach, FL	3/11-14/2013	South	Annual consumer event. JTB will partner with Ports Authority of Ja in presenting Destination Jamaica as the premier cruise destination in the Caribbean	Wright	10000 Consumers
JTB Travel Specialist Workshop	Charlotte, NC	3/12/2013 0:00	South	JTS graduates and top Jamaica sellers will be invited for an update on the destination as well as to boost sales in the travel agent community.	Christie	50 Agents
JTB Travel Specialist Workshop	Atlanta, GA	3/14/2013 0:00	South	JTS graduates and top Jamaica sellers will be invited for an update on the destination as well as to boost sales in the travel agent community.	Christie	55 Agents
Connecticut Golf Show	Hartford, CT	3/15-17/2013	Northeast	This event will provide a forum to network with attendees and establish relationships with golf enthusiasts.	Dobson	6500 Consumers
AAA Travel 2013 Marketplace	Old Westbury, NY	3/16/2013 0:00	Northeast	This is the first annual travel show in NY modeled after the hugely successful AAA Southern New England Travel Marketplace. The event will feature direct booking capability through AAA agents present. They hope to attract consumers from Long Island and the NYC borough as well as the rest of the tri-state area.	Sinclair	10000 Consumers
Travel Expo 2013	Long Island, NY	3/16/2013 12:00	Northeast	Opportunity to showcase the destination and build brand awareness at this show organized by our largest tour operator partner in the NE - Flight Center USA. JTB will invite industry partners and take advantage of the onsite booking that will be provided.	Sinclair/Senior	6000 Consumers
JTB Midwest Sales Call Blitz	Metro & South Illinois	3/18-22/2013 9:00	Midwest	A blitz to promote the twice-weekly Spring/Summer chargers being offered by Apple Vacations and Funjet Vacations. Opportunity to also promote the JTS program and update agents on the destination.	Bucknor & Sales Team	100 Agents
Jamaica Evening Presentation - TANQ Monthly Meeting	Queens, NY	3/21/2013 0:00	Northeast	Opportunity to update this membership on the product and Jamaica's One Love JTS Rewards Program. Many of the members of TANQ are home-based so this event presents a great forum to reach them and at the same time strenghten the JTB partnership with this organization.	Sinclair	50 Agents
Beneath the Sea Consumer Expo	Secaucus, NJ	3/22-24/2013	Northeast	Event attracts both divers and non-divers, including families, singles and couples from among the country's weathiest and largest concentration of consumers in the lucrative NE region. Great opportunity to provide information and showcase the destination.	Senior	14000 Consumers
JTB/Apple Vacation Fam Trip	NEG/MBJ	4/3-7/2013	Midwest	Agents will be invited to fly via Apple Vacations Charter from St. Louis, Missouri to MBI.	McDermoth	12 Agents
The Honeymoon Destination Showcase	Melville, NY	4/3/2013 6	Northeast	Opportunity to showcase Jamaica's wedding honeymoon business in the NY area. The producers of the event - Creative Travel Intl/Amex will invite some 4,000 couples and promote the event through various media in the tri-state area.	Sinclair	3500 Consumers
Travel Expo 2013	Philadelphia, PA	4/6/2013 0:00	Northeast	Opportunity to showcase the destination and build brand awareness at this show organized by our largest tour operator partner in the NE - Flight Center USA. JTB will invite industry partners and take advantage of the onsite booking that will be provided.	Sinclair/Senior	6000 Agents
Travel Impressions Trade Show Series	Atlanta, Ga.	4/9/2013 0:00	South	Support of annual tour operator trade show.	Christie	120 Agents
Destination Training - Ritz Carlton Reservation Center	Doral, FL	4/10/2013 0:00	Northeast	Train and update reservation agents at the Ritz Carlton Regional Reservation Center.	Wright	8 Agents
Travel Impressions Trade Show Series	Ft. Lauderdale, FL	4/10/2013 0:00	South	Support of tour operator's annual trade show	Wright	120 Agents
JA-GA Reggae Festival	Galveston, TX	4/12-14/2013	Southwest	This 3-day annual event is organized by the Jamaica Foundation of Houston and will provide an excellent opportunity to showcase the culture of the destination by way of music and cuisine. The entire event will be branded Jamaica.	Woolcock	50000 Consumers
Destination Training - American Express	Miramar, FL	4/12/2013 0:00	South	JTB will partner with the Ritz Carlton sales team to train and update the reservation agents at the Amex Reservation Center. The format will be a presentation during a sponsored lunch.	Wright	200 Agents

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
FEBRUARY 1 - JULY 31, 2013

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET QTY /TYPE
Washington Bridal Show	Chantilly, VA	4/14/2013 0:00	Northeast	Opportunity to promote brand Jamaica in order to increase our wedding and honeymoon business.	Rogers	3000 Consumers
Incentive House Presentation	Atlanta, GA	4/16/2013 0:00	Groups	In-house presentation with product update to meeting planners.	Bullock/Clarke	150 Planners
Jamaica Travel Specialist Evening	San Fran/Bay Area, CA	4/17/2013 0:00	West	Exclusive JTS <i>One Love Rewards</i> evening to reinforce the importance and benefits of the program and keep Jamaica top of mind with this group of agents.	Holland	30 Agents
Liberty Travel Buzz Night	Newburgh, NY	4/17/2013 0:00	Northeast	New territory for M. Sinclair and this presents an opportunity to introduce herself and also update them on the product as well as promote the JTS program.	Sinclair	30 Trade
Jamaica Travel Specialist Evening	Sacramento, CA	4/18/2013 0:00	West	Exclusive JTS One Love Rewards evening to reinforce the importance and benefits of the program and keep Jamaica top of mind with this group of agents.	Holland	25 Agents
Jamaica Women of Florida Luncheon	Ft. Lauderdale, FL	4/19/2013 0:00	South	Opportunity to continue building a relationship with the diaspora and local community.	Wright	200 Consumers
13th Annual Latino Expo	East Haven, CT	4/20-21/2013	Northeast	Annual 2-day event provides a forum to market directly to the Hispanic consumer market in Connecticut. This event is attended by consumers attracted to the shows focus on family issues, cuisine, business, career development and travel.	Dobson	2000 Consumers
Majors Travel Consumer Travel Show	Staten Island, NY	4/21/2013 0:00	Northeast	Another great consumer show providing opportunity to promote the spring/summer travel directly to this agency's clientele in proximity to two major gateways - JFK & EWR.	Sinclair	700 Consumers
ASTA Mid-America Annual Travel Fest Trade Show	Cleveland, OH	4/22/2013 0:00	Midwest	Key travel show to promote the JTS Program via flyers and prizes after agents graduate.	Mesquita	300 Agents
WTM Latin America 2013	Sao Paulo, Brazil	4/23-25/2013	National	Inaugural of the first leading global event for the Latin American travel industry which will take place over a 3-day period. This event will attract the leisure, MICE, luxury and business market players. The expected attendance will be approx. 7,000. Min McNeil and the Director of Tourism are both slated to attend.	Dawson	7000 Trade
Jamaica Travel Specialist Evening	Santa Monica, CA	4/23/2013 0:00	West	Exclusive JTS One Love Rewards evening to reinforce the importance and benefits of the program and keep Jamaica top of mind with this group of agents.	Holland	35 Agents
ASTA Mid-America Annual Travel Fest Trade Show	Pittsburgh, PA	4/23/2013 0:00	Midwest	Key travel show to promote the JTS Program via flyers and prizes after agents graduate.	Mesquita	300 Agents
Jamaica Travel Specialist Evening	Newport Beach, CA	4/24/2013 0:00	West	Exclusive JTS One Love Rewards evening to reinforce the importance and benefits of the program and keep Jamaica top of mind with this group of agents.	Holland	50 Agents
ASTA Mid-America Annual Travel Fest Trade Show	Columbus, OH	4/24/2013 0:00	Midwest	Key travel show to promote the JTS Program via flyers and prizes after agents graduate.	Mesquita	200 Agents
JTB Travel Specialist Workshop	Tampa, FL	4/24/2013 0:00	South	Seminar to update the recent JTS graduates as well as the top Jamaica sellers.	Wright	60 Agents
JTB Travel Specialist Workshop	Orlando, FL	4/25/2013 0:00	South	Seminar to update the recent JTS graduates as well as the top Jamaica sellers.	Wright	60 Agents
"Meet us in MoBay" Fam Trip	MBJ/OCJ	4/26-30/2013	Northeast	Jamaica Travel Specialists in the New England territories will be invited to participate on this trip.	Dobson	15 Agents
Midwest Fam Trip	MBJ/OCJ	5/1-6/2013	Midwest	Fam trip targeting Jamaica Travel Specialists in the Ohio & Michigan states.	Mesquita	8 Agents
Connecticut ASTA Meet Your Rep Night	North Haven, CT	5/1/2013 0:00	Northeast	Opportunity to network with these members and update them on the destination as well as promote the JTS program.	Dobson	80 Agents
29th Annual LITAA Trade Show & Dinner Presentation	Woodbury, NY	5/1/2013 0:00	Northeast	Annual event sponsored by the Long Island Travel Agents Association (LITAA).	Sinclair	300 Agents
"Meet us in Mobay" Fam Trip	MBJ/OCJ	5/2-6/2013	South	Jamaica Travel Specialists in the Georgia & West Tennessee states will be targeted to participate on this trip to Jamaica.	Christie	18 Agents
Midwest Fam Trip	MBJ/OCJ	5/3/2013 0:00	Midwest	Fam trip targeting JTS in Illinois, Indiana and Kansas City, Missouri.	Bucknor	12 Agents
Festival of Nations	St. Paul, MN	5/3/2013 0:00	Midwest	JTB will partner with Jamaica Minnesota Organization and Harbor Bar to present Jamaican food and various performances.	McDermoth	30000 Consumers
WPAT 930AM Drive Time Radio Show	Brooklyn, NY	5/4-25/2013	Northeast	JTB will sponsor "Barbara's Travel Tips" on this radio station with a weekly 15 minute segment allotted to featuring the island of Jamaica. Weekly listeners are approx. 1.5 million.	Sinclair	Listenership
Maine ASTA Annual Educational Weekend	Portland, ME	5/4/2013 0:00	Northeast	This is a highly attended event and attracts agents from the far corners of Maine. Opportunity to update attendees and inform any new member about the JTS program and encourage their registration.	Dobson	60 Agents
SOKA University - 12th Annual International Festival	Aliso Viejo, CA	5/4/2013 18:00	West	Opportunity to promoted the destination at this festival held on the University campus in the affluent Orange County area of California.	Holland	10000 Consumers

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
FEBRUARY 1 - JULY 31, 2013

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET QTY /TYPE
32nd Intl Reggae & World Music Awards	Coral Springs, FL	5/4/2013 0:00	South	JTB to sponsor category "Best Poet/Spoken Word" at this annual reggae music event which attracts a wide audience.	Wright	500 Consumers
Daytrips & Destinations Travel Family Fun Expo	Cromwell, CT	5/5/2013 0:00	Northeast	This event will serve as a travel planning guide with show-only deals, giveaways and live entertainment. JTB will provide a prize giveaway and collateral.	Dobson	3000 Consumers
Jamaica Travel Specialist Evening	Oklahoma City, OK	5/6/2013 0:00	Southwest	Exclusive JTS One Love Rewards evening to reinforce the importance and benefits of the program and keep Jamaica top of mind with this group of agents.	Woolcock	30 Agents
IRF-20th Annual Incentive Invitational Golf Tournament	Cancun, Mexico	5/7-11/2013	Groups	Premier event targeting major incentive travel buyers. Also targets golf tour operators who plan golf travel to the US/Caribbean.	Bullock/Dawson	1000 Buyers
Jamaica Travel Specialist Evening	Dallas, TX	5/7/2013 0:00	Southwest	Exclusive JTS One Love Rewards evening to reinforce the importance and benefits of the program and keep Jamaica top of mind with this group of agents.	Woolcock	40 Agents
Jamaica Travel Specialist Evening	San Antonio, TX	5/8/2013 0:00	Southwest	Exclusive JTS One Love Rewards evening to reinforce the importance and benefits of the program and keep Jamaica top of mind with this group of agents.	Woolcock	30 Agents
Midwest Travel Showcase	Appleton, WI	5/8/2013 0:00	Midwest	Annual dinner/trade show sponsored by the Midwest Travel Suppliers Association.	McDermoth	120 Agents
Destination Training - Cheap Caribbean Reservations	Doylestown, PA	5/9/2013 0:00	Northeast	Train and update the reservations team at this online destination agency.	Senior	90 Trade
"Mom's Nite Out" Mall Promotion	Northeast - 5 locations	5/9/2013 0:00	Northeast	Various malls in 5 locations - NJ, NY, MA & VA will be targeted to be the sole sponsor of this promotion closely tied to the approaching Mother's Day. JTB and invited industry partners will have the opportunity to promote the destination through 1-on-1 interaction with mall goers. Food sampling and musical entertainment will be provided as well as collateral for distribution. Emphasis will be placed on engaging moms who are usually the key decision makers in determining families' vacation destination.	NE team	500000 Consumers
"Meet us in Mobay" Fam Trip	MBJ/NEG	5/9-13/2013	South	Jamaica Travel Specialists located in Arkansas, N. Carolina, S. Carolina and East Tennessee, will be targeted to participate in this trip to Jamaica.	Christie	18 Agents
Jamaica Travel Specialist Evening	Houston, TX	5/9/2013 0:00	Southwest	Exclusive JTS One Love Rewards evening to reinforce the importance and benefits of the program and keep Jamaica top of mind with this group of agents.	Woolcock	40 Agents
JADE (Jamaican Assn of Miami Dade Educators) Awards Event	Miami, FL	5/11/2013 0:00	South	JTB will support this diaspora annual event. Opportunity to network with attendees and distribute collateral.	Wright	100 Consumers
JTB Travel Specialist Presentation/Reception	Indianapolis, IN	5/13/2013 0:00	Midwest	Seminar used to update the JTS on the destination and promote the Vacation Express Charter service from Cincinnati starting May 19-October 27.	Mesquita	30 Agents
Travel Impressions Trade Show Series	Philadelphia, PA	5/14/2013 0:00	Northeast	Support of tour operator's annual trade show	Senior	120 Agents
JTB Travel Specialist Presentation/Reception	Louisville, KY	5/14/2013 0:00	Midwest	Seminar used to update the JTS on the destination and promote the Vacation Express Charter service from Cincinnati starting May 19-October 27.	Mesquita	30 Agents
Travel Impressions Trade Show Series	Long Island, NY	5/15/2013 0:00	Northeast	Support of tour operator's annual trade show	Sinclair	120 Agents
JTB Travel Specialist Presentation/Reception	Cincinnati, OH	5/15/2013 0:00	Midwest	Seminar used to update the JTS on the destination and promote the Vacation Express Charter service from Cincinnati starting May 19-October 27.	Mesquita	65 Agents
Rochester Travel Professionals - "Meet Your Rep" Night	Pittsford, NY	5/15/2013 0:00	Northeast	Opportunity to network with and update member agents on the destination as well as promote the Jamaica Specialist Program.	Sinclair	60 Agents
Midwest Luxury Fam Trip	MBJ/OCI	5/16-20/2013	Midwest	Fam trip targeting Virtuoso Travel Specialists in Illinois.	Bucknor	7 Agents
JTB Travel Specialist Presentation/Reception	Columbus, OH	5/16/2013 0:00	Midwest	Seminar used to update the JTS on the destination and promote the Vacation Express Charter service from Cincinnati starting May 19-October 27.	Mesquita	40 Agents
"Meet us in MoBay" Fam Trip	MBJ/OCI	5/16-20/2013	South	Jamaica Travel Specialists from across the Southern states will be invited to participate in this fam trip.	Wright	14 Agents
Travel Impressions Trade Show Series	New Jersey, NY	5/16/2013 0:00	Northeast	Support of tour operator's annual trade show	Senior	120 Agents
"Meet us in MoBay" Fam Trip	MBJ/PTA	5/17-21/2013	Northeast	Jamaica Travel Specialists in the New England territories will be targeted to participate in this fam trip to Montego Bay and Port Antonio.	Dobson	15 Agents
Delta Block Party	Atlanta, GA	5/18/2013 0:00	South	JTB will sponsor reggae music for this annual event which is designed to highlight both travel and family fun. Collateral material will be available for distribution.	Christie	4000 Consumers

JAMAICA TOURIST BOARD - USA

CALENDAR OF ACTIVITIES

FEBRUARY 1 - JULY 31, 2013

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET QTY /TYPE
Jamaica/American Association of Buffalo-9th Annual Golf Tourn.	Lancaster, NY	5/20/2013 11:00	Northeast	This event provides a forum to network with attendees and establish relationships to increase destination marketing opportunities.	Sinclair	150 Consumers
Jamaica Destination Wedding Showcase - CANX	Washington, DC - CANX	5/20/2013 12:00	National	CANX	Bullock/ NE team	600 Agents-Consumers
Jamaica Destination Wedding Showcase	Chicago, IL - CANX	5/22/2013 0:00	National	CANX	Bullock/Midwest team	500 Agents-Consumers
Sandals Certifies Specialist Workshop	Sioux Falls, SD	5/22/2013 0:00	Midwest	Opportunity to update Sandals' top agents.	McDermoth	65 Agents
Midwest Fam Trip	MBJ/OCJ	5/23-28/2013	Midwest	Fam trip targeting JTS in the Ohio and Michigan states.	Mesquita	12 Agents
Meeting & Incentive USA Forum	Palm Beach, FL	5/28-6/1/2013	Groups	This forum will run over a 4-day period and will offer a minimum of 50 pre-scheduled one-on-one appointments between top MICE suppliers and key meeting and incentive buyers.	Bullock	500 Buyer
Travel Impressions Trade Show Series	Chicago, IL	5/28/2013 0:00	Midwest	Support of tour operator's annual trade show.	Bucknor	120 Agents
Wisconsin Woodchucks Promotion	Wisconsin	5/29-8/17/2013	Midwest	The Wisconsin Woodchucks is a popular college baseball team which plays an annual exciting series of games in central Wisconsin. JTB will promote the destination during this series via 4 elements - Ball Park signage, Game Program advertising, on-field promotion and season long promotional giveaways.	McDermoth	50000 Consumers
Travel Impressions Trade Show Series	Denver, CO	5/30/2013 0:00	West	Support of tour operator's annual trade show	Holland	120 Agents
"Meet us in MoBay"	MBJ/S. COAST	5/31-6/4/2013	Northeast	Jamaica Travel Specialists in the New England states will be invited to participate in this trip to the South Coast and MBI.	Dobson	15 Agents
Caribbean Tourism Week	New York, NY	6/1-8/2013	National	Annual series of marketing activities aimed at promoting travel to the destination. JTB will take a booth. Activities will include - workshops, trade show, diaspora forum, marketing conference, Allied Awards for media and Rum & Rhythm, a Caribbean culinary event. Attendees will be trade, media and consumer.	JTB team/Ministry Team/PR team	Public
Jamaica Day at Iberostar (Sales Office/USA)	Atlanta, GA	6/4/2013 0:00	South	Present a product update to staff members at Iberostar's corporate head office in Atlanta.	Christie	10 Trade
Jamaica Day at Iberostar - Corporate USA Office	Suwanee, GA	6/4/2013 0:00	South	Maintain relationships with Iberostar sales team and management. JTB will provide promotional material and an update on the destination during their coffee breaks.	Christie	10 Trade
JTB/Apple Vacations Fam Trip	OCJ/MBJ	6/5-8/2013	Midwest	Agents will be invited to fly via Apple Vacations Charter from St. Louis, MO on this fam trip.	Bucknor	12 Agents
Sandals Convention	Atlanta, GA	6/5/2013 0:00	South	Annual Spring show to update their top agents.	Christie	150 Agents
Sandals Workshop	Atlanta, GA	6/5/2013 0:00	South	Opportunity to promote the destination to attending agents.	Christie	90 Agents
Jamaica Coffee Morning Promotion	New York, NY	6/6/2013 0:00	Northeast	JTB will sponsor continental breakfast to include Blue Mountain coffee at 2 <i>Café Basil</i> locations in Manhattan. This promotion will coincide with CTO Caribbean Week and the opportunity will be used to brand the 2 store locations and engage the stores' clientele in one-on-one discussions to bring awareness of the destination. Social Media will also be employed.	Sinclair	2200 Consumers
Destination Training - Apple Vacations	Newtown Square, PA	6/6/2013 0:00	Northeast	Train and update the reservation staff of this tour operator in the Northeast.	Senior	55 Agents
"Meet Us in MoBay" Fam Trip	MBJ/OCJ	6/6-10/2013	Northeast	Jamaica Travel Specialists in the Mid-Atlantic states (NE) will be invited to participate in this trip.	Rogers	15 Agents
4th Annual "Expressions" Caribbean-American Exhibition	Miami, FL	6/6/2013 0:00	South	Support with a full page ad in the "Expressions" Magazine.		200 Consumers
Sandals Convention	Augusta, GA	6/6/2013 0:00	South	Annual Spring show to update their top agents.	Christie	60 Agents
AIBTM	Chicago, IL	6/11-13/2013	Groups	Exclusive appointment event with qualified buyers from the US, Canada and Europe.	Bullock	3000 Buyers
Collaborate Marketplace	Denver, CO	6/13-15/2013	Groups	A reverse one-on-one appointment-based trade event for corporate meeting planners providing opportunity to present the destination.	Clarke	500 Planners
Reggae on the River	St. Paul, MN	6/15/2013 0:00	Midwest	Annual boat ride on the Mississippi River to raise funds for charity presents opportunity to promote the destination product.	McDermoth	500 Consumers
One Love Concert	Atlanta, GA	6/15/2013 0:00	South	A reggae music concert being held in Atlanta with an expected attendance of approx. 3,000 will provide an opportunity to market the new Delta flight ATL/KIN scheduled to start on December 19.	Christie	3000 Consumers
One Love Concert - Diaspora Event	Atlanta, GA	6/15/2013 0:00	South	Opportunity to promote new service on Delta Airlines from Atlanta to Kingston scheduled to commence December 19.	Christie	3000 Consumers

JAMAICA TOURIST BOARD - USA
CALENDAR OF ACTIVITIES
FEBRUARY 1 - JULY 31, 2013

ACTIVITY	LOCATION	DATE	REGION	RATIONALE	Responsibility	TARGET QTY /TYPE
Golf Tournament-King & Bear World Golf Village	St. Augustine, FL	6/17/2013 7:00	South	JTB will sponsor the post Tournament reception and "Closest to the hole" contest. Opportunity to highlight the destination to the over 150 golf pros expected to attend. Annie's Revenge 2013 will also be promoted.	Wright	150 Consumers
MLT Trade Show	Brookfield, IL	6/18/2013 18:00	Midwest	Annual product launch to promote their Winter (2014) program.	Bucknor	200 Agents
WAVS Radio 1170AM - onboard Lady Sandals	Ft. Lauderdale Marina, FL	6/19/2013 18:00	South	WAVS Radio will host consumers and media invited for an evening aboard the Lady Sandals yacht. Opportunity to network with Jamaica diaspora.	Wright	60 Consumers
ASTA Midwest Summer Travelfest Trade Show	Davenport, IO	6/19/2013 0:00	Midwest	Annual trade show which targets high caliber travel professionals in the quad cities metro area.	McDermoth	260 Trade
Atlanta Summer Reunion - Diaspora Event	Atlanta, GA	6/22/2013 0:00	South	Opportunity to promote new air service from Atlanta to Kingston via Delta Airlines commencing December 19.	Christie	1000 Consumers
Atlanta Summer Reunion	Atlanta, GA	6/22/2013 0:00	South	Opportunity to market the new Delta service - ATL/KIN which is scheduled to commence December 19.	Christie	300 Consumers
Incentive Travel Exchange	Las Vegas, NV	6/24-26/2013	Groups	Exclusive appointment-based incentive travel event in the US.	Bullock/Clarke	100 Buyers
IAGTO North America	Naples, FL	6/26-29/2013	Groups	International event for golf tour operators who plan golf travel to the US/Caribbean.	Bullock	250 Planners
"Meet Us in Mobay" Fam Trip	MBJ/OCJ/NEG	6/27-7/1/2013	Northeast	Jamaica Travel Specialists in the New Jersey, East Pennsylvania and New York states will be targeted to participate on this fam in 2 groups of 15 each.	Senior/Sinclair	30 Agents
JTB/Apple Vacations Fam Trip	MBJ/OCJ	6/28-7/1/2013	Southwest	Jamaica Travel Specialists, from our Awards Program, will be targeted to join this trip from the states of Texas & Oklahoma and will travel via Apple Vacations charter.	Woolcock	9 Agents
Boston Jerkfest	Boston, MA	6/29/2013 0:00	Northeast	Opportunity to connect and have direct access to a very diverse cross section of residents in Boston and the surrounding cities as well as from the New England region.	Dobson	4000 Consumers
Jamaica Cultural Alliance Annual Tea Party	Beverly Hills, CA	7/14/2013 0:00	West	Support of this diaspora event.	Holland	200 Consumers
MPI World Education Congress (WEC)	Las Vegas, NV	7/20-23/2013	Groups	Annual networking/trade event open to the national membership of MPI.	Bullock	1800 Buyers
"Showtime" FC USA Awards & Celebration	New York, NY	7/20/2013 0:00	National	Flight Center's annual event to recognize, reward and celebrate the achievements of their top sellers. Opportunity for JTB to support and maintain relations with one of our largest tour operator partners in the industry.	Dobson	1500 Trade
3rd Annual Grace Jamaica Jerk Festival	Jamaica, NY	7/21/2013 0:00	Northeast	This festival will bring together chefs, music lovers, dance aficionados and cultural enthusiasts representing every key demographic, mostly Caribbean and African-Americans between the ages of 12-60 years.	Sinclair	8000 Agents
Jamaica Independence Celebartion	Chicago, IL	7/21/2013 0:00	Midwest	Support of this annual all-day event celebrating our Independence.	Bucknor	2000 Consumers
JTB South Sales Blitz	Atlanta, GA	7/23-25/2013	South	Sales call blitz in Atlanta and the surrounding areas to promote the new Delta service -ATL/KIN commencing December 19.	Christie	72 Agents
Jamaica Happy Hour	Atlanta, GA	7/23/2013 0:00	South	Sponsor Happy Hour at a restaurant to promote new Delta service. Facebook and Twitter will be incorporated into this event.	Christie	70 Consumers
Destination Training - Century Travel	Atlanta, GA	7/24/2013 0:00	South	Train and update agents on the destination.	Christie	10 Agents
Destination Training - Pro Travel	Atlanta, GA	7/25/2013 0:00	South	Train and update agents on the destination.	Christie	75 Agents
The Lazarus Foundatin Charity Golf Event	Mitchellville, MD	7/28/2013 0:00	Northeast	Opportunity to specifically target the golf niche market audience at this event. JTB will seek a hotel partner to provide a 4d/3n prize for their raffle drawing. Annie's Revenge 2013 scheduled for November will also be promoted.	Rogers	200 Consumers
Georgia PGA Event	Atlanta, GA	7/28/2013 0:00	South	Opportunity to promote this niche market to the golf pros attending the event and also promote Annie's Revenge 2013 scheduled for November 20-24 in MBJ.	Christie	100 Consumers
MICE Presentation/Sales Calls	Michigan	7/30-8/1/2013	Groups	Sales calls on agencies in the Michigan area that specialize in group business.	Bullock/Mesquita	150 Agents
JTB Midwest Mini Luncheon	Flint, MI	7/31/2013 0:00	Midwest	A mini luncheon to maintain Jamaica's presence in the marketplace and generate more interest in the JTS Program.	Mesquita	15 Agents